



1) Publication number:

0 424 648 A2

(2)

EUROPEAN PATENT APPLICATION

2) Application number: 90117047.2

(5) Int. Cl.5: H04N 7/16

2 Date of filing: 05.09.90

Priority: 23.10.89 US 425117

② Date of publication of application: 02.05.91 Bulletin 91/18

Designated Contracting States:
BE CH DE DK FR GB LI NL SE

7) Applicant: GENERAL INSTRUMENT CORPORATION 767 Fifth Avenue New York New York 10153(US)

Inventor: Wachob, David E. 8379 Glen Road Elkins Park, Pennsylvania 19117(US)

Representative: Hoeger, Stellrecht & Partner Uhlandstrasse 14 c W-7000 Stuttgart 1(DE)

- Method and apparatus for providing demographically targeted television commercials.
- Different commercial messages are broadcast to different demographically targeted audiences in a cable television system or the like. A first television channel contains television programs and periodic commercial messages. A second television channel contains alternate commercial messages. Demographic characteristics of a viewer are identified, and commercial messages are selectively provided from the first or second channel, depending upon the viewer's demographic characteristics. Demographic data can be input by a viewer via a remote control,

downloaded to a subscriber's converter from a remote headend, or programmed into the converter at installation. Prioritization of the demographic characteristics of a plurality of television viewers watching a program together enables commercials to be targeted to the viewer having highest priority. Statistical data can be maintained concerning the number and identity of subscribers viewing specific commercials.

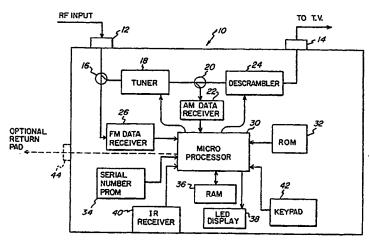


FIG. 1